

**Remit Address:**

WRAL-TV
Accounting Department
PO Box 60904
Charlotte, NC 28260
Main: (919)821-8514
Billing: (919)821-8581

Billing Address:

MEDIA STRATEGIES & RESEARCH
Attention: Accounts Payable
9990 Lee Highway
Suite 210
Fairfax, VA 22030

DUPLICATE

INVOICE

Advertiser	Cowell for NC Treasurer
Product	POL - Democrat, NC Treasurer
Estimate Number	11204

Invoice #	113248-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL
Account Executive	Marian Bell
Sales Office	WRAL Local
Sales Region	Local

Order #	113248
Alt Order #	
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	WRAL AM News	6-7a								
		Class 2									
					10/29/12 to 11/04/12	3x	-1-11--				
	WRAL			Tu	10/30/12	:30	6:38 AM	JCNC-T12-01H	\$1,075.00		2
	WRAL			Th	11/01/12	:30	6:14 AM	JCNC-T12-02H	\$1,075.00		3
	WRAL			F	11/02/12	:30	6:12 AM	JCNC-T12-02H	\$1,075.00		4
					11/05/12 to 11/11/12	1x	1-----				
	WRAL			M	11/05/12	:30	6:23 AM	JCNC-T12-05H	\$1,075.00		5
2	WRAL	CBS This Morning	7am - 9am								
		Class 2									
					10/29/12 to 11/04/12	2x	1-1----				
	WRAL			M	10/29/12	:30	8:22 AM	JCNC-T12-01H	\$570.00		1
	WRAL			W	10/31/12	:30	8:39 AM	JCNC-T12-02H	\$570.00		2
					11/05/12 to 11/11/12	1x	-1-----				
	WRAL			Tu	11/06/12	:30	8:53 AM	JCNC-T12-05H	\$570.00		3
3	WRAL	Dr. Phil	9-10a								
		Class 2									
					11/05/12 to 11/11/12	1x	1-----				
	WRAL			M	11/05/12	:30	9:54 AM	JCNC-T12-05H	\$325.00		1
4	WRAL	Price is Right	11a-12p								
		Class 1									
					10/29/12 to 11/04/12	2x	1---1--				
	WRAL			M	10/29/12	:30	10:58 AM	JCNC-T12-01H	\$500.00		1
	WRAL			F	11/02/12	:00			\$500.00 See MG 7.4, 7.5		2
5	WRAL	Noon News	12p-1p								
		Class 2									
					10/29/12 to 11/04/12	1x	--1----				
	WRAL			W	10/31/12	:30	12:55 PM	JCNC-T12-02H	\$475.00		1
					11/05/12 to 11/11/12	1x	-1-----				
	WRAL			Tu	11/06/12	:30	12:23 PM	JCNC-T12-05H	\$475.00		2
6	WRAL	Bold & the Beautiful	130-2p								

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		Invoice Period	10/29/12 - 11/06/12
Station	WRAL	Order #	113248
Account Executive	Marian Bell	Alt Order #	
Sales Office	WRAL Local	Deal #	
Sales Region	Local	Order Flight	10/29/12 - 11/06/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling	CIA - Mark PAID	Product Code	
		Agency Ref	
		Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
Class 2											
				10/29/12 to 11/04/12		1x	---1---				
7	WRAL	Young and the Restless	4-5p	Th	11/01/12	:30	1:29 PM	JCNC-T12-02H	\$325.00		1
Class 2											
				10/29/12 to 11/04/12		2x	1---1--				
	WRAL			M	10/29/12	:30	3:59 PM	JCNC-T12-01H	\$875.00		1
	WRAL			F	11/02/12	:00			\$875.00	See MG 7.3	2
	WRAL			F	11/02/12	:00			\$1,065.00	See MG 7.4, 7.5	3
	WRAL	Price is Right	11a-12p	F	11/02/12	:00			\$850.00	See MG 7.6	5
	WRAL			F	11/02/12	:30	4:30 PM	JCNC-T12-05H	\$1,600.00	MG for 4.2, 7.3	4
8	WRAL	Price is Right	11a-12p	M	11/05/12	:30	10:59 AM	JCNC-T12-05H	\$850.00	MG for 7.5 11/02	6
Class 2											
				10/29/12 to 11/04/12		1x	--1----				
9	WRAL	5:30 News	530-6p	W	10/31/12	:30	5:11 PM	JCNC-T12-02H	\$1,350.00		1
Class 2											
				10/29/12 to 11/04/12		2x	-1-1---				
	WRAL			Tu	10/30/12	:30	5:37 PM	JCNC-T12-01H	\$1,350.00		1
10	WRAL	6pm News (M-F)	6-630p	Th	11/01/12	:30	5:41 PM	JCNC-T12-02H	\$1,350.00		2
Class 2											
				10/29/12 to 11/04/12		2x	1-1----				
	WRAL			M	10/29/12	:30	6:24 PM	JCNC-T12-01H	\$1,650.00		1
	WRAL			W	10/31/12	:30	5:58 PM	JCNC-T12-02H	\$1,650.00		2
				11/05/12 to 11/11/12		1x	1-----				
11	WRAL	Inside Edition	7-730P	M	11/05/12	:30	6:08 PM	JCNC-T12-05H	\$1,650.00		3
Class 2											
				10/29/12 to 11/04/12		2x	-1--1--				

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11	WRAL	Inside Edition	7-730P								
	Class 2										
	WRAL			Tu	10/30/12	:30	7:25 PM	JCNC-T12-01H	\$1,000.00		1
	WRAL			F	11/02/12	:30	7:27 PM	JCNC-T12-05H	\$1,000.00		2
				11/05/12 to 11/11/12		1x	1-----				
	WRAL			M	11/05/12	:30	7:26 PM	JCNC-T12-05H	\$1,000.00		3
12	WRAL	Entertainment Tonight	730-8P								
	Class 2										
				10/29/12 to 11/04/12		1x	---1---				
	WRAL			Th	11/01/12	:30	7:41 PM	JCNC-T12-02H	\$1,000.00		2
13	WRAL	Mon Hour 2	9-10p								
	Class 2										
	WRAL			11/05/12 to 11/06/12		1x	1-----				
	WRAL			M	11/05/12	:30	9:11 PM	JCNC-T12-05H	\$4,670.00		1
14	WRAL	Tue Hour 1	8-9p								
	Class 2										
	WRAL			10/29/12 to 10/30/12		1x	-1-----				
15	WRAL	Wed Hour 3	10-11p								
	Class 2										
				10/29/12 to 11/04/12		1x	--1----				
	WRAL			W	10/31/12	:30	10:47 PM	JCNC-T12-02H	\$3,335.00		1
16	WRAL	Sun Hour 2	9-10pm								
	Class 2										
				10/29/12 to 11/04/12		1x	-----1				
	WRAL			Su	11/04/12	:00			\$3,000.00	See MG 16.2	1
	WRAL	The Good Wife	930-1030p	Su	11/04/12	:30	10:25 PM	JCNC-T12-05H	\$3,000.00	MG for 16.1 11/04	2
17	WRAL	Late News	11-1135p								
	Class 2										
				10/29/12 to 11/04/12		5x	111-11-				
	WRAL			M	10/29/12	:30	11:26 PM	JCNC-T12-01H	\$1,350.00		1
	WRAL			Tu	10/30/12	:30	11:14 PM	JCNC-T12-01H	\$1,350.00		2
	WRAL			W	10/31/12	:30	11:25 PM	JCNC-T12-02H	\$1,350.00		3

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17	WRAL	Late News	11-1135p								
	Class 2										
	WRAL			F	11/02/12	:30	11:13 PM	JCNC-T12-05H	\$1,350.00		4
	WRAL			Sa	11/03/12	:30	12:08 AM	JCNC-T12-05H	\$1,350.00		7
		LR due to football runover									
		LR due to football runover									
		11/05/12 to 11/11/12	1x	1-----							
	WRAL			M	11/05/12	:30	11:32 PM	JCNC-T12-05H	\$1,350.00		6
18	WRAL	David Letterman	1135p-1237a								
	Class 2										
		10/29/12 to 11/04/12	2x	-1-1---							
	WRAL			Tu	10/30/12	:30	12:00 AM	JCNC-T12-01H	\$400.00		1
	WRAL			Th	11/01/12	:30	12:29 AM	JCNC-T12-02H	\$400.00		2
		11/05/12 to 11/11/12	1x	1-----							
	WRAL			M	11/05/12	:30	11:47 PM	JCNC-T12-05H	\$400.00		3

Aired Spots**38**

<u>Gross Total</u>	\$50,075.00	
<u>Agency Commission</u>	\$7,511.25	
<u>Net Amount Due</u>	\$42,563.75	<u>Payment Terms 30 Days</u>

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